

## Report of tele-conference – 19 August 2016 – Rick Banks, Doug Brunton, Gary Pollock

Rick reported on the Google Analytics results and how to access them. The numbers show that our website is attracting a significant audience and that they are staying on the website, visiting a number of pages, for a very respectable time duration. Ryan Wilby, who set this up, advises that to maintain our website ranking we must be continually updating it with new content.

Doug reported that almost all of the field positions have been filled and that the incumbents are anxious to get on with recruiting. To this end they must be provided with material – an updated brochure and posters. It was felt that they would also have a good chance of getting material in their local newspapers via letters to the editor and short articles. Some direction must be provided such as a template and advice on topics to be avoided. Gary will update the brochure. There is a continuing need for current information. A graphics package is also required.

To fill the urgent need for recruiting material – if we don't get it in the hands of the field officers quickly they will lose interest – we must determine the mail-in address, which brings us to Betty Goodison's situation. Currently, her address is our mailing address for all membership applications on printed material. She has been forced out of her apartment because of the fire and may not return so she does not have a permanent address at this time. In the interim, membership applications are being sent to Gary. It was suggested that it would make sense to keep all membership processing be under one roof – Gary would be willing to do that – and that Betty be offered a new position – member welfare. Doug had some good ideas about this. Betty has in the past looked after letters of condolence and appraised the board of members who have difficulties. If these duties were expanded and formalized Betty might be happy with the reassignment of membership processing duties.

Gary reported that there were still about 80 non-renewals. Feedback from phone calls indicated that the vast majority were looking for some printed material such as a periodic newsletter and a renewal form by post. Gary has not had the time to send out material what with the move and house renovations but will be able to do so soon. He proposed that since we would be into the fall season before the material went out that those non-renewals be offered the same deal as new members – pay now and we will extend your membership to the end of the following year. This was done a few years ago and netted about 50% renewal.

The cost of periodic mailings was raised. We currently have 487 members on the books, including the 80 non-renewals. Assuming that we stabilize at 450, 120 of which are Life (no further revenue) the annual dues would bring in \$6,600. If recruiting pays off the \$20 per member will be an added dividend. Our biggest fixed cost is the website at \$70 US plus HST per month (Approx. \$1,100 per annum with the 10% annual payment discount) if our membership is under 500. If we exceed 500 the rate is \$130 US plus HST less 10% if paid annually in advance. Mailing by Canada Post averages slightly more than \$1 per. Three mailings per year to everyone would be in the range of \$1500 to \$2,000.

In a general discussion about member recruiting and retention it was agreed that communication was the key and that the medium and the message were the issues. (Remember Marshall McLuhan?) The media will be the website and local individuals/groups utilizing local newspapers. The message must be current and continually updated both for the website and for local groups. Preparing this message is not

a one man task. It requires input from all board members and from the field. Doug suggested that one approach could be to request a short paragraph from each area of interest and then have these compiled into the message. Frequency needs to be determined.

It was proposed that an ad hoc committee consisting of Communications, Regions and Membership be formed to develop the message generation/distribution process.

Gary was requested to summarize our discussions and submit to the next Board meeting.

August 21 Addendum

I spoke with Betty this morning. She is well and living with her niece in Windsor. She will be starting her move into a new apartment in Windsor in the second week of September. Betty is agreeable to the change in responsibilities as proposed during our tele-conference. I suggested that more detailed responsibilities be developed and that they be formalized at the next Board meeting. In the meantime I believe that it will be safe to make the change of address permanent for membership applications.

Compiled by

Gary Pollock